



A DRAMATIC MOMENT . . . Mrs. Kenneth McVey, newly elected president of the Torrance PTA Council, presents Honorary Life Membership awards to Mrs. Ethel Lewis and Mrs. J. B. Mosley at the council meeting held last Tuesday. Honorary life membership recipients are selected for their outstanding work with the youth of the community.

Council Hears Talk On Subliminal Advertising; Names New Officer Panel

Subliminal advertising—a method by which messages are flashed on television and movie screens for such a short time that the eye doesn't register the idea but the subconscious mind does—was held up to members of the Torrance Council PTA at its open meeting this week as a development which PTA units should concern themselves.

Speaking on the matter of the new system being discussed as a possible advertising method was Mrs. R. R. Bardick, radio and television chairman for the local PTA council. "Each PTA unit and its members should study carefully the possible outcome of such a system of conveying ideas," she said.

Mrs. Bardick's discussion of the development of subliminal advertising techniques preceded election of Mrs. Kenneth McVey to succeed Mrs. D. D. Tuggle as president of the council for the coming year. Mrs. McVey has served as first vice president under Mrs. Tuggle's administration.

Elected to serve with the new president were Mrs. Carl Cramer, first vice president; Mrs. William Poser, second vice president; Mrs. Jack Erving, third vice president, and Mrs. Seth Warden, fourth vice president.

Other officers elected at the meeting include Mrs. Leonard Spedole, recording secretary; Mrs. C. F. Malone, corresponding secretary; Mrs. V. B. Terry, financial secretary; Mrs. Gene Vorhees, historian, and Mrs. Ronald Stamm, auditor.

Receiving honorary life

Sepulveda

Plans were formulated at a recent board meeting for Sepulveda School's paper drive which will be held on Tuesday, Feb. 18. Bundles of rags and mattresses will be accepted along with the newspapers for the drive. Mrs. John Cariveau, ways and means chairman, announced. Magazines cannot be used for the drive.

Parents will be asked to bring their newspapers and rag bundles to the Cathann Pl. entrance at the school. Arrangements will be made to pick up bundles of papers and rags for those who are unable to bring them to the school.

Sepulveda School's response from a recently completed book drive totaled 150 books contributed from the families as book gifts to help build a nucleus for the school library, Mrs. Robert Johnson, library chairman, announced.

Each teacher will be able to select approximately 15 books from the library's total of 200 books, thus forming individual libraries within the classrooms. Students will have the advantage of selecting books best suited for their particular age group.

New and used books for the newly formed library will be purchased from a fund of \$100 which has been allotted for this purpose. Mrs. Johnson reported. Books to be donated may be sent any time during the school year.

memberships were Mrs. Ethel Lewis, home teacher for the school district since it was organized in 1947, and Mrs. J. B. Mosley, active in the founding of the American Field Service student program in Torrance.

Mrs. Lewis was cited for her work with Torrance school children who are taught in their homes because of disabilities, and was praised for remembering birthdays with parties, gifts, and other observances—always at her own expense.

Mrs. Mosley, in addition to her work with the American Field Service international student program, is a past president of the United Council of Church Women, was churchwoman of the year in 1957, and has been active in many youth groups.

Past presidents of the council and recipients of honorary life memberships were honored also at the meeting.

A skit, "It Could Be You," was presented under the direction of Mrs. J. N. Oswell.

In other business conducted at the annual meeting new provisions for guidance of the scholarship committee were ratified and sent to the units for approval.

First in a series of parent-teacher information classes will be held Wednesday morning at 9:30 a.m., it was announced.

The classes will be conducted by Mrs. Hal Spurgeon, room representative chairman for the California Congress PTA. The course will be given in five sections, each 2½ hours long. Child care facilities will not be available for the series, it was reported.

El Nido

At the El Nido Elementary School, 4402 W. 186th St., on Wednesday, Feb. 19, the El Nido PTA will conduct a paper-rag drive. Anyone having rags and papers to donate is asked to call Mrs. W. A. Wright or Mrs. Amos Chadwick. The money derived from this project is going to be used to further the association's child welfare program.

Luncheon was served to William Forrest, Mrs. Harley Smith, Mrs. Elmer Ecker, Mrs. R. E. Underwood and Mrs. S. R. Hooker, all members of the El Nido PTA nominating committee meeting, by Mrs. W. A. Wright, chairman, at her home, 1828 Roslin Ave., on Jan. 29 preceding their meeting.

186th Street

January meeting of the 186th Street School PTA was held at the school on Tuesday, Jan. 14.

The theme of the meeting was "Health." In the absence of Mrs. W. S. Stewart, program chairman, Mrs. Frank Garst introduced Miss Trudyce Lawrence of the Los Angeles Board of Education. Miss Lawrence spoke on both physical and mental health and stressed the point that cleanliness promotes both a healthy body and a healthy mind. Miss Lawrence also brought with her a film showing a family working together to accomplish the everyday household tasks, and then sharing a family picnic.

A nominating committee was elected with Mrs. Frank Garst to serve as chairman. Other members of the committee are Mmes. Billie Lewis, Tom Nakasaki, Herman Eisenbeiss, parliamentarian, and Miss Ruth Engdahl, school principal. Mrs. Phillip Risher and Mrs. Robert Adams will serve as alternates.

Mrs. James Ellis, president, urged everyone to attend the annual Founders' Day meeting in February, which will be a night meeting.

Howard Wood

The annual potluck dinner of the Howard School PTA was held on Thursday, Feb. 6, in the school cafeteria.

Past presidents and guests were honored and introduced by Mrs. C. W. Strahm, president. Honored were Mrs. Lee Polick, president 1954-55; Mrs. William Dickson, president 1955-56; Mrs. P. M. Crossman, president 1956-57; also Mr. Robert Evans, principal, and Mr. Walter Buettgenbach, vice principal.

The Mothersingers' group, under Mrs. Jack Hoy, sang "Challenge," "Calm as the Night" and "Brahms Lullaby." The highlight of the evening was the presentation of two honorary life memberships. Mrs. Hiro Muranaka narrated the accomplishments of each recipient as the committee placed small replicas on two camilla bushes which were later given to the recipients. Assisting were Mmes. Strahm, Crossman, R. D. Hines, and Mr. Buettgenbach.

Receiving the coveted awards for their outstanding work with youth and their community were Mrs. Lee Polick, the unit's first president, and Mr. Paul M. Crossman, chairman of the unit's Mardi Gras last year.

Gardena-Wilmington Council PTA held their annual Founders' Day program recently under the direction of Mrs. C. H. Peterson, president, at the Presbyterian Church in Wilmington.

Adding to the gaiety of the occasion "The Oppression of Ophelia" was presented. Cast included Mrs. Gordon T. Lewis, Mrs. A. J. Standley, Mrs. R. A. Cordsen, Mrs. William Gurski, Mr. Guy Holliday, principal of 156th Street School, and Mr. Bernhard J. Strand, principal of Chapman Avenue School.

Past presidents honored were: Mmes. Ray Winkle, Gerald Carroll, J. A. Smith, Charles Sault, R. G. Myers, Herbert Johnsten, Kenneth Haar, Laurence Loback, J. A. Scuey and W. T. Blacker. Also another tradition is the birthday gift to Tenth District under direction of Mr. John Zonella.

Mothersingers from Peary Junior High School sang a few selections. Mr. Max Zeigler, Exalted Ruler of the Elks Club, spoke on the narcotics problem.

Mrs. Paul Zaugh was elected as historian and Mrs. George Erickson was ratified as new hospitality chairman. Serving this year on Tenth District credential committee and election committee are Mmes. Harry Bally, Herman Eisenbeiss and Fred Krueger.

Miss Ruth Engdahl, 186th Street School principal and school education chairman for the Gardena-Wilmington Council PTA, announces a school education meeting to be held at the school on Feb. 25 from 10 to 11 a.m.

The meeting will be on the revised course of study in the Los Angeles city schools. There have been so many questions concerning the revised course that Miss Engdahl felt a meeting at this time would be an excellent opportunity to acquaint parents with the new schedules. The speaker will be Mrs. Lavonne Whitehouse, a representative of the Los Angeles Board of Education, who will explain the revised course of study and the need for it, and then will answer any questions that may arise.

Miss Engdahl feels this meeting is so important that she urgently invites all interested parents to attend. Child care will be available for the pre-school children.

Halldale

A party honoring the room mothers and all who have helped at Halldale Ave. School was held on Jan. 22 at the Normandale playground auditorium.

The buffet table was decorated with colorful cards. An arrangement of white and red carnations by Mrs. M. H. Grossman adorned the table.

Hostesses for the affair were all board members of Halldale PTA. Mrs. B. M. Kellam was chairman. Those serving included Mmes. B. Godard, J. McShane, D. Shivar, S. Reyes and W. L. Harvey. The door prize was a beautiful cake awarded Mrs. J. F. Mathews. Other prize winners were H. Nowakowski, C. W. Godard, D. Reyes, A. Shafer, S. Reyes, R. Sabey, H. Smart, E. Lind, D. Shivar, M. Lawler, W. L. Harvey, G. Black, J. Reeder, A. Shilling, J. Shiever and D. Barnhart.

Enjoying the happy time were: Amanda Wilhelm, principal at Halldale, and Mmes. F. Meyers, W. L. Warren, A. Cardenas, Jr., W. Ansley, W. H. McGuire, W. L. Wilson, L. C. Thornburg, I. Bishop, Joe Martinez, S. Shilaff, Ed Holloway, Fred Shimmel, D. Cowdry, P. G. Patterson, R. French, R. Hansen, D. Hartman, C. Mounce, J. Kenyon, D. Rasmussen, F. E. Dye, J. Bowers, D. K. Mitchell, G. Hartman, E. Alves, W. Kiyokane, R. Smith, J. Fischer, O. A. Williams and T. D. Taylor.

Members of Evelyn Carr Elementary PTA met in the school cafeteria Jan. 28, at 7:30 p.m.

Richard Welte, principal, introduced the teachers of the month: Mrs. Martha Crook, Mrs. Betty Lewis and John Tucker.

Mrs. Robert Dennis, Mrs. Norman Wilson, Mrs. Merle Love, Mrs. Anthony D'Alois, and Mrs. Wendell Towell were elected to the nominating committee. Mrs. Ben Pesta, magazine chairman, gave a report, and Mrs. Robert Dennis, student welfare chairman, reported

on the Christmas baskets. The association voted to have a cart made to hold the dishes used at meetings. C. E. DeCamp and Roy Foster consented to make the cart.

Mrs. Herman Cortez announced that the attendance prize of an "Ant Farm" was won by Mrs. Martha Crook and Mrs. Marilyn Steele's rooms. Don Credell, vice principal, introduced Mrs. Harriet Ebling, homemaking teacher, whose eighth grade students presented a fashion show.

Pledge of allegiance was led by Boy Scout Troup 948. This is the newest boy scout troupe organized in north Torrance with Mr. Ed Brady as Scout-

master. Inspiration was given by Val Meir.

Featured chairman for the month were Richard Welte, parent education, and Mrs. Ben Pesta, magazine. Fourth grade room mothers and teachers acted as hostesses for the evening.

TO ATTEND EVENT

Mr. and Mrs. John O. Anderson, 1521 Acacia Ave., will attend the fashion show and dinner dance to be given by the Los Angeles Chapter of the National Assn. of Railway Business Women at a Hollywood restaurant on Feb. 20.

Elementary

Founders' Day will be observed at the meeting of the Torrance Elementary PTA Wednesday evening, Feb. 19, at 7:30 in the school auditorium.

Two honorary life memberships will be awarded and past presidents will be honored.

Another highlight of the evening will be the presentation of the skit, "The Last Meeting of the Board of Executives." This will be staged by three male teachers and four fathers.

Jim Dandy



First-Of-The-Week Feature!

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TREAT YOUR FAMILY TO AN EXTRA SPECIAL "FIRST-OF-THE-WEEK" DINNER OF JIM DANDY'S "BONDED" PRIME RIB ROAST . . . M-m-m-m-m-m-m-m-m-m . . . HERE IS REAL LUXURY EATING . . . AT A PRICE YOU CAN AFFORD TO PAY . . . YOU CAN'T BUY A FINER ROAST THAN JIM DANDY'S "BONDED" PRIME RIB . . . THE HALLMARK OF THE BEEF FAMILY . . . THE PERFECT COMPANY ROAST . . . THE FINEST, MOST TENDER-EATING ROAST. THIS DELICIOUS "BONDED" BEEF IS CUT FROM USDA "CHOICE" STEER BEEF . . . LEAN, TENDER, JUICY, SAVORY BEYOND WORDS.



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RIB STEAK 93¢

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3-o-o-o Buttery Rich

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CHUNK TUNA 15¢

"SEA GLORY"—6-oz. Can

SEE THE STAINLESS STEEL Whistlin' Kettle

special premium offer at our HILLS BROS COFFEE display

2-oz. Jar

49¢

YAN CAMPS

Lge. 2½ Size Can

PORK & BEANS 19¢

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Tall Can

JIM DANDY MILK 2 for 25¢

STAR KIST FROZEN

8-oz. Pkg.

TUNA PIE 27¢

DEL MONTE

SLICED OR HALVES

PEACHES

2½ SIZE CAN . . . CLINGS

25¢

PREAM . . . 4-oz. Jar 31¢ . . . CREAM IT WITH PREAM!

JIM DANDY VALUABLE COUPON

GOOD FOR 25¢ OFF ON THE PURCHASE OF ONE DOZEN JARS HEINZ BABY FOOD

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Mon., Tues., Wed.—Feb. 17, 18, 19

Jim Dandy

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